

LIVE UNITED

2024 PARTNERSHIP GUIDE

Your Company
+
Our Community

A Wise Investment



2024 UNITED WAY COMPANY & INDIVIDUAL AWARDS

Become a Leading Partner with United Way of Northeast Arkansas

WORKPLACE GIVING

100% Employee Giving Partners

LEADING 15 PARTNERS

Our leading 15 partners will be recognized as our “Fabulous 15”, the companies who raise the most total dollars for United Way. These funds can be raised through corporate donations, employee giving, and special events.

OVERALL COMPANY LEADERS

Leading Bank: Awarded to the top overall bank partner

Leading Manufacturer: Awarded to the top overall manufacturing partner

Leading Healthcare Provider: Awarded to the top overall healthcare partner leading partner

Overall Leader: Awarded to the overall leader for the annual campaign

THANK YOU TO OUR 2023 CORPORATE PARTNERS



The Heart of Great Medicine



Farmers & Merchants Bank

Member FDIC



MEMBER FDIC

INDIVIDUAL VOLUNTEER AWARDS

Michael Nunnally Loaned Executive of the Year: Michael Nunnally served our community through his work with United Way for nearly 10 years, starting his journey as a Loaned Executive. This award is presented annually to a Loaned Executive who has represented their company, United Way, and our community exceedingly well during their time as a Loaned Executive.

Community Above Self: This award is presented to a United Way volunteer who went above and beyond during the year to serve others above themselves. They are a pillar in our community for what it means to put our community above yourself.

Campaign Champion Award: This award is presented to a volunteer or company who blew us away with their commitment and service to the United Way Annual Campaign.

Terry Williams Service Award: This award is presented to a Day of Caring volunteer who has helped our annual event come to life year after year. *(award is presented annually at our Day of Caring event held in September)*

UNITED WAY MISSION

Working side by side with our community, United Way of Northeast Arkansas collects and invests our local and financial resources, targeting critical needs to build a sustainable, equitable future for our neighbors.



INVESTING FOR IMPACT

Our collective approach and the scope of the work we do together is what makes United Way unique. Becoming a corporate partner or sponsoring a United Way event feels good, but makes good business sense too. Studies show consumers are more likely to support organizations that are involved in the local community and employees stay longer at companies who value their community and passions. United Way's brand is recognized throughout the world and carries tremendous value. You can feel good about your investment because healthy communities are good for business. United Way will support and promote your investment through recognition on marketing materials, extensive media coverage and recognition in United Way reports.

63,490

PEOPLE IN NEA SUPPORTED

18

NONPROFIT PARTNERS

1 in 4

NEIGHBORS IMPACTED



WHY PARTNER

HOW TO PARTNER

Partner with us and help our community while reaching top community leaders, corporations and families through ongoing, joint promotional opportunities.

We offer various forms of corporate partnership opportunities through workplace campaigns, corporate gift opportunities, sponsored events, and in-kind donations. We have listed some opportunities below. While we believe the opportunities below provide the greatest value, we are happy to discuss a customized opportunity if you have something in mind or would like to make in-kind donations! Please reach out to our Director of Resource Development, Erin Calhoun at erin.calhoun@local.unitedway.org to learn more.

1 EMPLOYEE WORKPLACE CAMPAIGNS

During a workplace campaign, executives and volunteers within a company encourage their co-workers to join United Way's work through a donation or pledge to United Way's Annual Campaign. Workplace campaigns are the largest share of our fundraising efforts, making up about 60% annually.

2 CORPORATE GIVING OPPORTUNITIES

United Way's premier partnership opportunity is through Corporate Giving. Companies have the opportunity to partner with United Way at the corporate level in two primary ways: a simple corporate campaign gift of any amount or a corporate employee matching gift that matches the gift of employees during their annual workplace campaign. Both gift types are eligible for Corporate Benefits and will receive on-going recognition and media coverage throughout the year as a leading partner of United Way.

Employee Giving Match

Corporate Employee Matching Gifts are a great way to kick-start your company's workplace campaign success through supporting employees in their giving efforts. Our partners will encourage their companies to reach a goal of a set amount, with the promise of matching that gift dollar for dollar.

Corporate Gift

Corporate Campaign Gifts are a major driving force in helping us reach our annual campaign goal. Many companies will donate a corporate gift on behalf of their employees in lieu of hosting a workplace campaign, supporting both their employees and our community!

3 A LA CARTE EVENT SPONSORSHIPS

Many of United Way's Annual Events have been long-standing pillars in our community and attract our most influential community members, including top business leaders, professionals, and philanthropists to give you a premier venue for networking. We have included additional information about these events later in our guide.

- NEA Sings
- Batting for a Better Tomorrow
- Stuff The Bus
- Day of Caring



City Water & Light



Frito Lay



Hytrol



ABB

CORPORATE GIFT OPTIONS & BENEFITS

United Way accepts corporate gifts in the two primary forms listed below. Both gift types are eligible for our Corporate Gift Benefits.

Corporate Campaign Gifts are one-time gifts given to United Way of Northeast Arkansas.

Corporate Employee Matching Gifts are corporate pledges to encourage workplace giving campaigns to reach their full potential. Companies will match employee gifts dollar for dollar.

Partner Benefits	Champion \$20,000	Game Changer \$10,000	Visionary \$5,000	Mission \$2,500
Board Position Invitation	●			
Regional Impact Committee Invitation	●			
Speaking Opportunity at United Way Annual Luncheon	●			
Funded Nonprofit Tour Invitation for 2 Employees	●	●		
Feature in Campaign Video <i>(when applicable)</i>	●	●		
Table(s) of 8 + Parking Passes to United Way Annual Luncheon	2 tables, 8 passes	1 table, 4 passes		
Logo Featured on Annual Campaign T-Shirt	●	●	name only	
Recognition at United Way Office	●	●	●	
Logo Priority Placement in Annual Report	●	●	●	
Special Recognition at United Way Events	●	●	●	name only
Social Media Recognition as Corporate Partner	●	●	●	●
Listed on United Way Website with Link	●	●	●	●
Check Presentation Photo	●	●	●	●

**Company match totals will be based on standard industry attrition rate to determine partner level*

CORPORATE AGREEMENT

CONTACT PERSON: _____

COMPANY: _____

PHONE: _____

EMAIL: _____

ADDRESS: _____

SIGNATURE _____

CHAMPION - \$20,000

GAME CHANGER - \$10,000

VISIONARY - \$5,000

MISSION - \$2,500

MY COMPANY IS INTERESTED IN AN EMPLOYEE GIVING CAMPAIGN WITH A CORPORATE MATCH



Please make checks payable to:
United Way of Northeast Arkansas
407 Union St.
Jonesboro, AR 72401

Completed Agreement may be sent to erin.calhoon@local.unitedway.org

CORPORATE GIVING

EVENT DETAILS

This event is a virtual singing competition for local bands and musicians taking place primarily on Facebook, Youtube, and the United Way website. The contest features weekly contestant match-ups with \$1 online voting. Contestants must be affiliated with one of the nine counties served by United Way. The NEA Sings contest drives our highest website traffic of the year, providing reach well beyond our Jonesboro office.



Over the duration of last year's contest, more than 120 Facebook posts were made, with an "estimated reach" of 176,563 over the three month duration of the contest. "Reach" is defined as the number of people who see a post at least once. It also includes reach from other sources, such as tags, check-ins and page or profile visits.

2023 HIGHLIGHTS

2,169
PAGE LIKES

3,000+
FOLLOWERS ON FACEBOOK PAGE

26
ARTISTS & BANDS

176,563
3 MONTH FACEBOOK REACH

EMPLOYEE ENGAGEMENT OPPORTUNITIES

Our leading sponsors for our NEA Sings event will have the unique opportunity to "go live" with our team on our Facebook page during one week of competition. Our presenting sponsor will have the additional opportunity to introduce our winning band or musician centerstage at the annual Jonesboro BBQ Fest.



NEA SINGS SPONSORSHIP OPPORTUNITIES

Sponsor Benefits	Presenting SOLD	Bracket \$1,000 (4 Available)	Final Four \$500 (1 Available)	Redemption Round \$500 (1 Available)
Event Competition Co-Branding	●			
Logo on All Competition Voting Pages	●			
Logo on Artist Registration Page	●			
Check Presentation Photo with Winner	●			
Opportunity to Introduce Winner at BBQ Fest	●			
Opportunity to go Live During Competition	●	●		
Mentions in Competition Voting Update Posts	minimum of 10	minimum of 5	minimum of 2	
Logo on All Promotions of Competition Bracket	●	●		
Logo on All Final Four Promotions	●		●	
Logo on All Redemption Round Promotions	●			●
Recognition on Website	●	●	●	●
Recognition on Social Media	●	●	●	●
Recognition in Competition Press Releases	●	●	●	●

SPONSORSHIP AGREEMENT

CONTACT PERSON: _____

COMPANY: _____

PHONE: _____

EMAIL: _____

ADDRESS: _____

SIGNATURE _____

- BRACKET SPONSORSHIP - \$1,000
- FINAL FOUR SPONSORSHIP - \$500
- REDEMPTION ROUND SPONSORSHIP - \$500



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NEA SINGS

STUFF THE BUS

EVENT DETAILS

United Way of Northeast Arkansas' Stuff the Bus is a community-wide school supply drive with multiple locations, covering eight counties and serving 20 school districts across Northeast Arkansas. Each year, Stuff the Bus draws parents, teachers, students, and residents across Northeast Arkansas together for the common goal of helping our students succeed in school. 45% of the schools participating in Stuff the Bus have 100% of their student population qualifying for the free lunch program. Children from families with incomes below 130 percent of the poverty level are eligible for free meals.



40% of the participating schools have more than 50% of their student population that qualify for the reduced lunch program. Those with incomes between 130 percent and 185 percent of the poverty level are eligible for reduced-price meals. This supply drive provides students with needed supplies for the school year that otherwise may be financially impossible for families to afford without this drive.

2023 HIGHLIGHTS

8
LOCATIONS

17
COMMUNITY TEAM DRIVES

19
PARTICIPATING SCHOOLS

41,707
SUPPLIES COLLECTED

EMPLOYEE ENGAGEMENT OPPORTUNITIES

We are always looking for volunteers for our Stuff the Bus event! Each sponsor for this one day event will have the opportunity to provide volunteers from their company and serve as the site leader for one of our event locations. Location selection will be given on a first come first serve basis.



STUFF THE BUS SPONSORSHIP OPPORTUNITIES

Sponsor Benefits	Backpack Sponsor \$3,500 (8 Available)
*Opportunity to Sponsor an Event Location	●
Recognition on Television	●
Logo Signage at Events Across 8 Counties	●
Logo on United Way Website	●
Logo on Print Media	●
Recognition on Social Media	●

**Sponsor may serve as site leader for their sponsored location. Sponsor may provide branded tent, banner and signage at sponsored location, as well as invite company employees to host site.*

\$500 of sponsorship will be designated to purchase school supplies for the schools represented at the selected site.

Location Selection will be first come, first served.

Locations will be as follows (subject to change):

*Jonesboro, Parker Road Walmart
Jonesboro, Highland Drive Walmart
Paragould Walmart
Pocahontas Walmart
Wynne Walmart
Osceola Walmart
Trumann Walmart
Walnut Ridge Walmart*

SPONSORSHIP AGREEMENT

CONTACT PERSON: _____

COMPANY: _____

PHONE: _____

EMAIL: _____

ADDRESS: _____

SIGNATURE _____

DEADLINE: JULY 1, 2024

\$3,500 BACKPACK SPONSORSHIP

LOCATION SELECTED:



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Jonesboro, AR 72401

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STUFF THE BUS

EVENT DETAILS

For almost 10 years, United Way of Northeast Arkansas has hosted its youth softball tournament for girls ages 6U through 18U. The softball tournament serves as one of United Way's largest annual fundraising events. The event brings not only local tournament teams, but teams from across the state and into the Bootheel of Missouri. We are proud to continue to offer this two-day tournament as an opportunity for our youth to excel in their skills.



2023 HIGHLIGHTS

29
YOUTH TEAMS

1,832
PLAYERS, COACHES & FANS

\$22,000
RAISED FOR UNITED WAY INITIATIVES & PARTNER PROGRAMS

EMPLOYEE ENGAGEMENT OPPORTUNITIES

As you can imagine, our annual softball tournament takes numerous volunteers to put on! We love for our sponsors to have representatives from their company on-site during the event. We welcome your team to volunteer for this event held annually during the month of August.



BATTING

BATting FOR A BETTER TOMORROW SPONSORSHIP OPPORTUNITIES

Sponsor Benefits	Presenting SOLD	Coach Sponsor \$1,750 (1 Available)	Gate Sponsor \$1,000 (2 Available)	Homeplate Sponsor \$500 (6 Available)	Dugout Sponsor \$500 (12 Available)
Event Co-Branding	●				
Opportunity to Table at Event Concessions	●				
Logo Featured on General Admission Wristbands (1,000+)	●				
Logo on Print Media	●				
Logo Featured on Coach Wristbands (100+)		●			
Opportunity to Provide Branded Coach Packet & Swag		●			
Opportunity to Provide Logo Tent at Event	●	●	●		
Logo Banner at Event (Provided by Sponsor)	●	●	●		
Logo Signage at Event (Provided by United Way)	●	●	●	●	●
Logo on Event T-Shirt	●	●	●	●	●
Recognition on Social Media	●	●	●	●	●
Logo on Website	●	●	●	●	●

SPONSORSHIP AGREEMENT

DEADLINE: AUGUST 2, 2024

CONTACT PERSON: _____

COMPANY: _____

PHONE: _____

EMAIL: _____

ADDRESS: _____

SIGNATURE _____

\$1,750 COACH SPONSORSHIP

\$1,000 GATE SPONSORSHIP

\$500 HOMEPLATE SPONSORSHIP

\$500 DUGOUT SPONSORSHIP



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BATting

DAY OF CARING

EVENT DETAILS

Since 1994, hundreds of volunteers have joined together with their companies to participate in our area's largest community service day. Through your Day of Caring sponsorship, your company will have the opportunity to immerse your employees into the work being done in our community, while increasing your visibility among more than 500 of our local community members and leaders.



2023 HIGHLIGHTS

600+

LOCAL VOLUNTEERS, REPRESENTING MORE THAN 50 LOCAL BUSINESSES

\$45,908

SAVED IN OUR COMMUNITY THROUGH COMPLETED SERVICE PROJECTS

2,400

VOLUNTEER HOURS IN ONE DAY

60

PROJECTS COMPLETED, REPRESENTING MORE THAN 30 LOCAL NONPROFITS AND ORGANIZATIONS

EMPLOYEE ENGAGEMENT OPPORTUNITIES

United Way of Northeast Arkansas coordinates dozens of hands-on projects for hundreds of volunteers on Day of Caring. Through your sponsorship, your company will have the opportunity to not only participate as volunteers for the event, but will be recognized as a leader in community service in Northeast Arkansas.



DAY OF CARING SPONSORSHIP OPPORTUNITIES

Sponsor Benefits	Presenting SOLD	Hydration \$4,000 (1 Available)	T-Shirt Contest \$4,000 (1 Available)	Memorabilia \$4,000 (1 Available)	Hammer \$2,500 (5 Available)	Wheelbarrow \$1,000 (Unlimited)
Table of 8 + 4 parking passes to United Way Annual Luncheon	•					
Speaking Opportunity at Day of Caring Breakfast Kickoff	•					
Logo banner featured on stage at Breakfast Kickoff (to be provided by sponsor)	•					
Priority Placement in Day of Caring Annual Group Photo	•					
Project Selection Priority	•					
Recognition on Radio	•					
Logo on Print Media	•					
Reserved Seating at Breakfast Kickoff	•	•	•	•		
Logo Feature in Day of Caring Recap Video	•	•	•	•		
Exclusive Hydration Sponsorship Opportunities*		•				
Exclusive T-Shirt Contest Sponsorship Opportunities*			•			
Exclusive Memorabilia Sponsorship Opportunities*				•		
Logo Featured on Guest Table Tents (40+)	•	•	•	•	•	name only
Logo on Day of Caring T-Shirt	•	•	•	•	•	name only
Logo Featured in Event Slideshow	•	•	•	•	•	name only
Logo Signage at Entrance of Breakfast Kickoff	•	•	•	•	•	•
Recognition on Social Media	•	•	•	•	•	•
Logo on Website	•	•	•	•	•	•

***Exclusive Hydration Sponsorship Opportunities:** This sponsorship will give your company the opportunity to visit various projects during the Day of Caring event, delivering up to 150 bottles of water to volunteers across Jonesboro. United Way will provide you with a magnetic sign for your vehicle showcasing your company as our hydration sponsor. Your company will also have the opportunity to provide water bottles with your logo and/or koozies with your logo. United Way will provide waters (no logo) if your company is not able to provide. This will serve as your company's project for our 2024 Day of Caring event.

***Exclusive T-Shirt Contest Sponsorship Opportunities:** This sponsorship will give your company the opportunity to co-host our annual t-shirt contest at the Day of Caring breakfast kickoff. Your company's logo will be featured on our slideshow as the backdrop during the contest, while someone from your company has the chance to help our team emerge the contest! We invite your company to provide a branded gift basket to be featured at the event and presented to the contest winner with their United Way acrylic award. This will not eliminate your company from participating in the t-shirt contest.

***Exclusive Memorabilia Sponsorship Opportunities:** This sponsorship will give your company the opportunity to sponsor our first annual Day of Caring event magnet, to be co-branded with United Way's Day of Caring logo. These magnets will be available at the breakfast kickoff and your company may "table" at the kickoff to pass out magnets to volunteers on-site.

SPONSORSHIP AGREEMENT

CONTACT PERSON: _____

COMPANY: _____

PHONE: _____

EMAIL: _____

ADDRESS: _____

SIGNATURE _____

DEADLINE: AUGUST 16, 2024

\$4,000 HYDRATION SPONSORSHIP

\$4,000 T-SHIRT CONTEST SPONSORSHIP

\$4,000 MEMORABILIA SPONSORSHIP

\$2,500 HAMMER SPONSORSHIP

\$1,000 WHEELBARROW SPONSORSHIP



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DAY OF CARING

BOARD OF DIRECTORS

EXECUTIVE COMMITTEE



Mike Phillips
St. Bernards
Board President



Bethany Noto
First Horizon Bank
Vice President
& Campaign Chair



Mark Morrow
Arvest Bank
Campaign Co-Chair



Hannah Stroupe
Simmons Bank
Secretary



Mitch Hovis
First National Bank
Treasurer



Thad West
Frito Lay
Past President



MEMBERS-AT-LARGE



Misty Carr
ABB, Inc.



Keith Cragg
Summit Utilities



Audrey Guinn
Jonesboro Radio Group



Rob Lance
Evolve Bank & Trust



Bill Pate
Coca-Cola Company



Steven Lamm
Jonesboro Unlimited



Lydia Parkey
St. Bernards



Loretta McGregor
A-State



Victor Rodriguez
First Security Bank



Jon Warren
Hytrol



Krissy Cantwell
FMH Conveyors



Pedro Ramirez
Centennial Bank



Melanie Edens
NEA Baptist



Tony Thomas
City of Jonesboro



Nate Schimmel
City, Water, & Light



Drew Milner
Gardner Milner, PLLC

EX OFFICIO



Katey Provence
ASU Director of Student
Engagement



Heather Coats
Executive Director

OFFICE STAFF



Erin Calhoun
Development
Director



Casey Kidd
Finance Director



LIVE UNITED



**YOU CAN
GIVE.**

**YOU CAN
ADVOCATE.**

**YOU CAN
VOLUNTEER.**

**YOU CAN
LIVE UNITED.**

UWNEA.ORG | 407 UNION STREET | JONESBORO, AR | 870.935.3658